

NYFEA UPDATE

September — October 2015

We hope that each of you are going to join us in Charleston for the 2015 NYFEA Institute. The final and most exciting activity of the year is always the NYFEA Institute. It is an important event and we want to remind you that what makes it special is YOU!

Without the traditional attendees and new invitees the program will fall short of its potential. We are actively working to finalize all of the details. It is now YOUR TURN!

Spread the word. GO to www.nyfea.org and register. The deadline is right before us. Charleston is one of America's top destinations and it is available to NYFEA Institute attendees for a tremendous deal. South Carolina has worked hard and a great time awaits!

NYFEA "AG COMMUNICATION AWARD" presented by John Deere —

As we look at the future of agriculture, one of the most valuable programs that can be developed is a communication plan that helps current agricultural producers and the agribusiness population as they communicate with the consumers of agriculture's products. Using a two-pronged approach, the Ag Communication Award program includes a component that makes sure the nation's policy-makers understand the unique challenges facing agriculture. Along with the program sponsor (John Deere), NYFEA is developing America's most comprehensive educational experience for the purpose of addressing the communication challenge.

Target Audience for Participation - students, 4H members, FFA members, Young Farmers and Young Agribusiness Professionals .

How to Participate - To engage in the program a person must register and attend the program held during the annual NYFEA Institute. The program is traditionally held on the Saturday of the convention. Registration forms are available at www.nyfea.org.

☐ How does the Ag Communication Award program work? The program begins with participants registering at the NYFEA web-site. The schedule of activity begins with a person-to-person learning exercise held each December during the annual NYFEA Institute. It includes classroom discussions on issues and a lesson in drafting a communication plan.

This is followed by a series of distance learning programs that are electronically accessible for the students. These are conducted in January and February of the year. The distance learning materials are then combined with the communication plan that was developed in December. The result is a first-hand experience of agricultural communication with the nation's policy – makers.

The schedule concludes each year with an onsite learning experience: The NYFEA Leadership and Advocacy program in Washington D.C.

This program takes the voices of the next generation to the leaders of government. All participants are encouraged to attend Agriculture's Promise in Washington, D.C.

☐ Training at the Institute and Agriculture's Promise—Through these programs, participants will further develop and utilize skills gained and enhanced by the Ag Communication Award. It will enhance an agricultural advocate's knowledge and abilities as an effective communicator.

☐ Presentation on Capitol Hill – The participants spend a day on Capitol Hill. They will present the issues to their Congressmen. They will advocate for the future of agriculture.

☐ What is the Purpose – Create a program to identify and educate future leaders in agriculture. They are to learn about issues, create consensus of thought on the issues and discover how to communicate effectively about the issues. These leaders will be prepared and postured to be advocates for the future of agriculture. (Advocates)

NYFEA and UWA Mentoring Program

The University of West Alabama's College of Business and NYFEA provide awareness of agribusiness and leadership to young people interested in farming and agribusiness. The activities will be conducted with a Mentoring and Agriculture Leadership conference. **A half-day conference including lunch and a tour of the UWA Campus will be held on October 22 at the UWA campus in Livingston, AL.**

High school participants from organizations such as 4H, DECA, Beta Club, FFA and other related organizations and NYFEA contacts are invited. Interested national participants may attend for a reasonable fee of \$75. **To register contact NYFEA at 334-546-9951 and you will be directed to the appropriate location.**

Charleston, SC
"The 2015 Institute"
www.nyfea.org



**SOUTH CAROLINA
YOUNG FARMER &
AGRIBUSINESS ASSOCIATION**

